



Memorial Healthcare

Widens Digital Front Door, Improves Employee and Patient Access with KeyCare

BACKGROUND

With 15,000 team members, 3,000 providers, and \$3.1 billion in annual operating revenue, [Memorial Healthcare System](#) is one of the largest public healthcare systems in the U.S. and a national leader in quality care and patient, physician, and employee satisfaction. The health system is highly regarded for its patient- and family-centered approach that prioritizes multi-disciplinary collaboration, research, innovation, and transparency.

A South Florida-based academic medical center, Memorial is committed to healing the body, mind, and spirit of those it cares for at six hospitals including the [Joe DiMaggio Children's Hospital](#), numerous primary, urgent, and 24/7 care facilities, a health specialty center, and nursing home.

PROBLEM

Memorial began offering on-demand virtual urgent care to their employees and patients via a third-party vendor in 2016. With the COVID-19 pandemic in 2020, Memorial launched telehealth for all its primary care and specialty centers, and today conducts about 100,000 virtual visits per year.

Memorial's providers, while utilizing Epic's integrated telehealth features for virtual care, observed that relying on a third-party vendor solely for on-demand urgent care resulted in an inconsistent patient experience and raised concerns about quality due to limited data sharing. In January 2023, the organization established a partnership with KeyCare, the nation's first Epic-based virtual care company.



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SNAPSHOT

Problem:

Memorial providers observed that relying on a third-party vendor solely for on-demand urgent care resulted in an inconsistent patient experience and raised concerns about quality due to limited data sharing.

Solution:

Memorial has been able to augment its care team, optimize capacity, and widen its digital front door by implementing 24x7 virtual urgent care solutions offered by KeyCare.

Results:

Memorial's virtual visit volume grew quickly, with more than 4,000 visits completed in the first ten months. Via MemorialDOCNow, KeyCare providers have conducted visits with patients across more than 30 different states.

Patient feedback has been positive.



CASE STUDY

With KeyCare, Memorial could offer its patients a seamless virtual care experience, patients and staff could be reassured patient data was shared between KeyCare and Memorial providers, and Memorial could save money by taking advantage of Epic's built-in interoperability features that minimized technical needs from their staff.

SOLUTION

KeyCare offers health systems access to a nationwide network of virtual care providers working on its optimized Epic instance, which then connects easily to other Epic-based health systems. By partnering with KeyCare, Memorial has been able to augment its care team, optimize capacity, and widen its digital front door.

Memorial was an early adopter of KeyCare and became the first site to go live with pediatrics. The project, which included weekly meetings, and sessions focused on billing, reporting, and marketing kicked off November 15, 2022. Notably, the service was successfully launched just two months later, beginning on January 17, 2023. Today both adult and pediatric patients nationwide have access to KeyCare providers offering on-demand virtual urgent care 24x7 via [MemorialDOCNow](#), Memorial's online portal.

Additionally, KeyCare providers have access to each Memorial patient's data as they provide care and complete their notes on KeyCare's Epic instance. Upon completion of the visit, the encounter information is automatically sent to Memorial via Epic's Care Everywhere and Telehealth Anywhere functionality. Additionally, an In-basket message can be sent to the primary care provider, or any Epic pool designated by the health system. The Memorial providers and patients thus have a truly coordinated experience, as all encounter details can be viewed natively in their Memorial instance of Epic, and Memorial providers can review and reconcile any new allergies, medications or problems placed by KeyCare.

Today, the scope of the partnership includes:

- ▶ On-demand, 24/7 urgent care
- ▶ National coverage for consumers and employees
- ▶ Ensuring new and existing users stay connected to Memorial's digital front door instead going to an external third party for care
- ▶ Built-in Interoperability interoperability between KeyCare's Epic instance and Memorial's Epic instance
- ▶ Consultation from KeyCare executive and marketing teams for the program's design



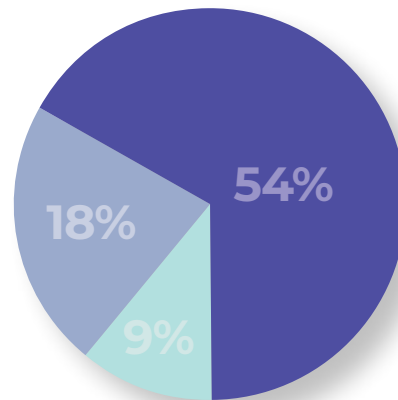
RESULTS

After going live with KeyCare, virtual visit volume grew quickly, with more than 4,000 visits completed in the first ten months after the program launched. Via MemorialDOCNOW, KeyCare providers have conducted visits with patients across more than 30 different states.

In addition:

- ▶ Average wait times are approximately 10 minutes
- ▶ **Decreased low-value visits going to valuable office or emergency room slots**, as 54% of these patients indicated that they otherwise would have gone to urgent care, 18% to primary care, and 9% to the emergency room if this virtual service were not available. This additionally decreases chance of leakage to outside systems

54% urgent care
18% primary care
9% urgent care



- ▶ Patients rated the experience very highly, with a net promoter score (NPS) of 87, and 91% of patients identifying as promoters

“In just a few short years, the delivery of care without an in-person visit has gone from barely on-the-radar to revolutionizing healthcare. Our partnership with KeyCare enables us to provide more accessible, coordinated, and comprehensive healthcare services to our customers.”

Bill Manzie, - Administrative Director of Telehealth, Memorial Healthcare System
WellSpan Health

NEXT STEPS

As a result of its collaboration with KeyCare, Memorial is developing numerous plans to extend this virtual care partnership to other areas of care.



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